



CableNation

Social TV Recap – 3rd Quarter 2014

Television Programming Generated 59 Million+ Primetime Tweets in Q3 2014

Cable Generated Roughly 2x More Tweets in Q3 than Broadcast and Pay Combined

Medium	# of Tweets	% of Tweets
Total Cable Tweets	40,382,130	68%
Total Broadcast Tweets	17,941,115	30%
Total Pay Tweets	1,028,683	2%
Total 3rd Quarter Tweets	59,351,928	100%

Cable Represents 13 of the Top 20 Most Tweeted About Programs

Cable's Top 13 Programs Span Across 8 Different Networks

3rd Quarter 2014 – Top 20 Programs by Tweets

Rank	Program	Network	Tweets
1	Love & Hip Hop: Atlanta	VH1	5,838,930
2	Sunday Night NFL Football	NBC	3,695,713
3	Big Brother	CBS	3,448,172
4	Pretty Little Liars	ABC Family	2,896,660
5	WWE Monday Night Raw	USA	2,592,008
6	Monday Night NFL Football	ESPN	2,172,912
7	Teen Wolf	MTV	2,126,783
8	Thursday Night NFL Football	NFL Network	1,594,969
9	Thursday Night NFL Football	CBS	1,594,969
10	Sunday Night MLB Baseball	ESPN	1,585,265

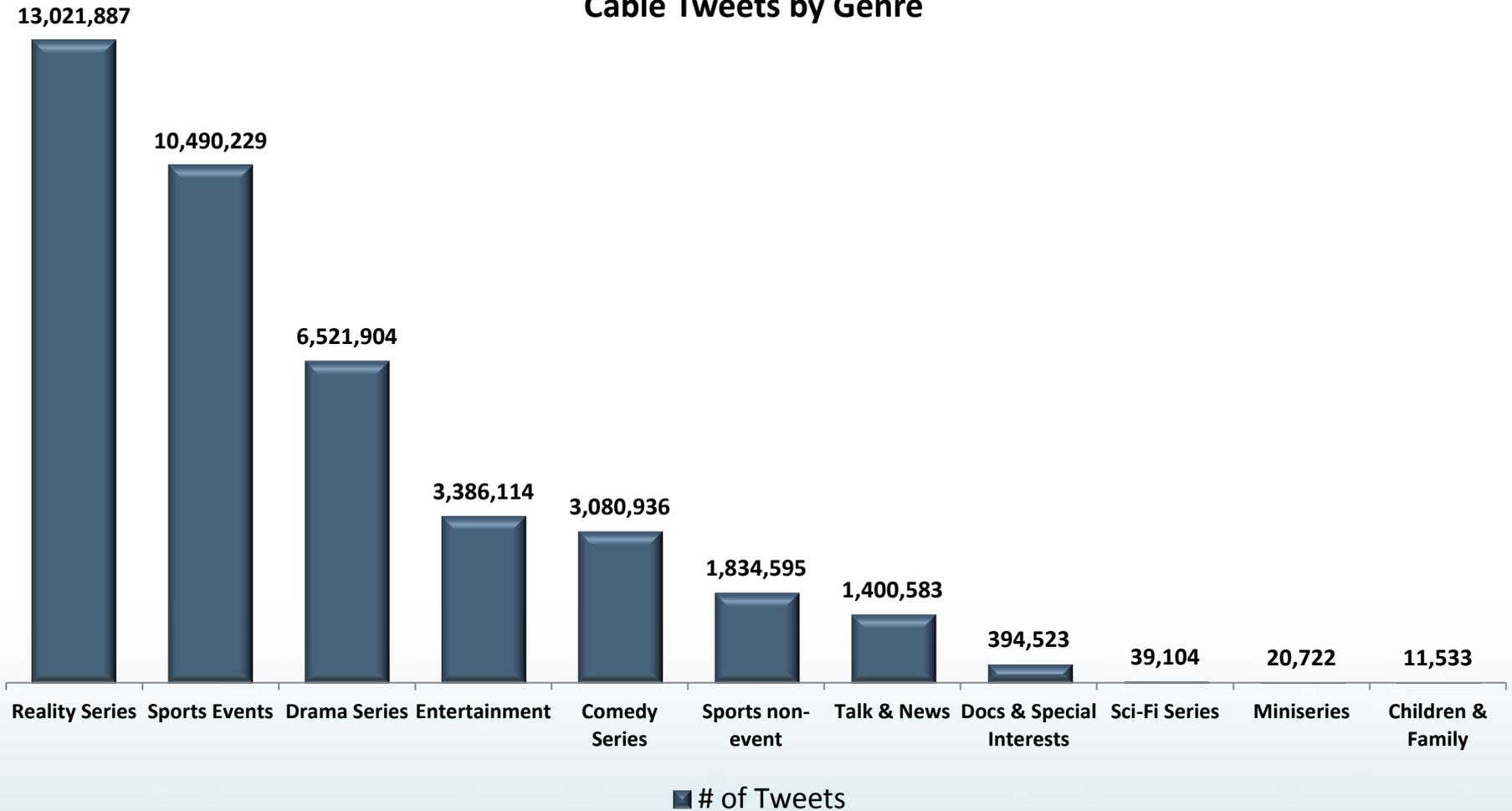
Top 10 Cable Tweets	18,807,527	68%
Top 10 Broadcast Tweets	8,738,854	32%
Total Top 10 Tweets	27,546,381	

Rank	Program	Network	Tweets
11	Love & Hip Hop: Hollywood	VH1	1,059,986
12	Bad Girls Club: Chicago	Oxygen	888,842
13	NCAA Football	ABC	870,400
14	NCAA Football	ESPN	860,068
15	Finding Carter	MTV	823,527
16	MLB Baseball	TBS	817,653
17	America's Got Talent	NBC	785,462
18	Scandal	ABC	718,436
19	MLB Home Run Derby	ESPN	687,232
20	The Bachelorette	ABC	632,664

Top 20 Cable Tweets	23,424,777	67%
Top 20 Broadcast Tweets	11,745,816	33%
Total Top 20 Tweets	35,170,593	

Cable's Successes In Q3 2014 Spread Across All Genres

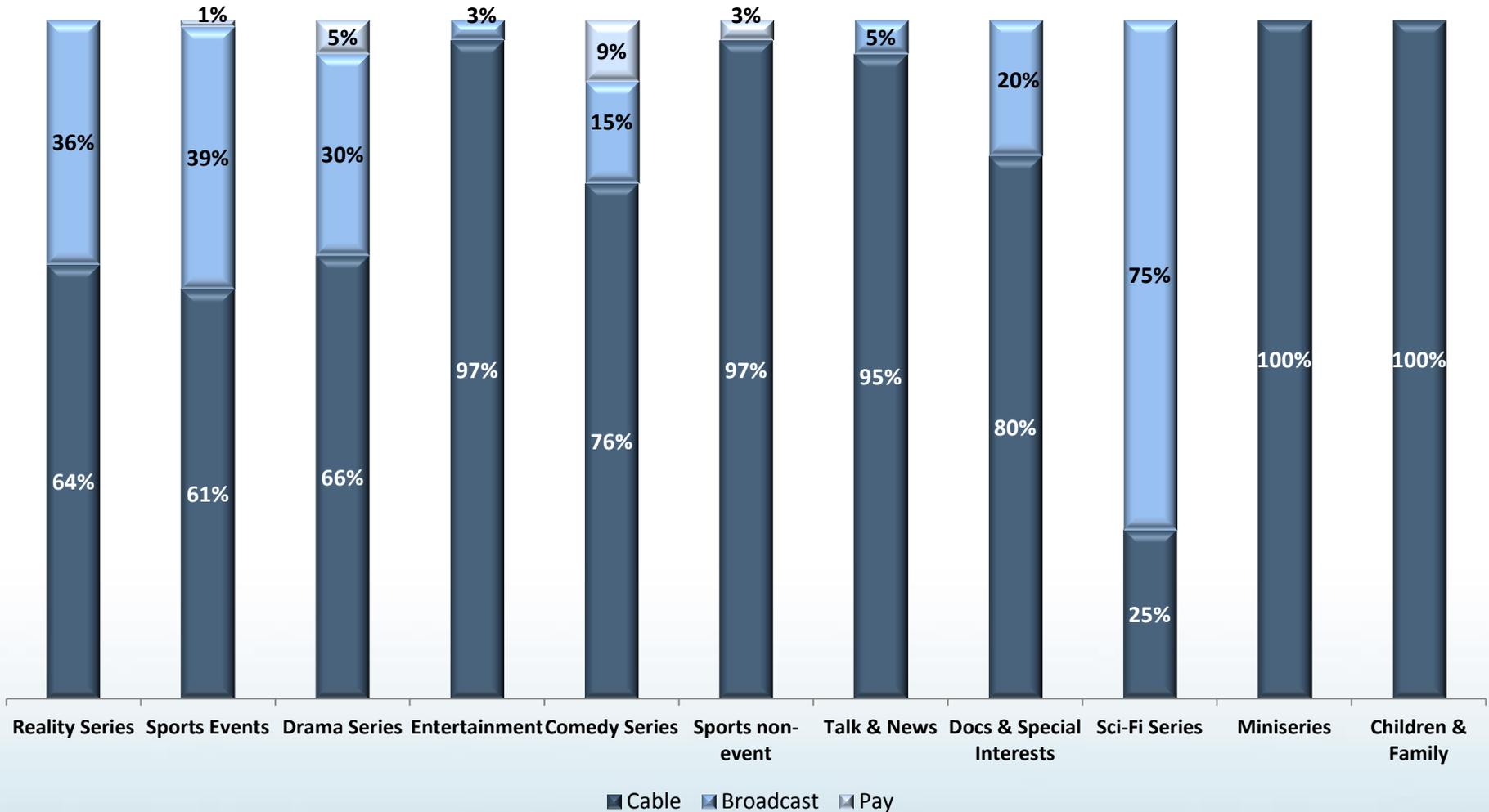
Cable Tweets by Genre



Source: CAB Analysis of Nielsen Social Primetime Q3 2014; Hispanic, Regional Sports and Special Programming Not Included

Genre by Genre, Cable Tweets have a Stronghold on Broadcast and Pay

3rd Quarter % Tweets by Genre, By Medium

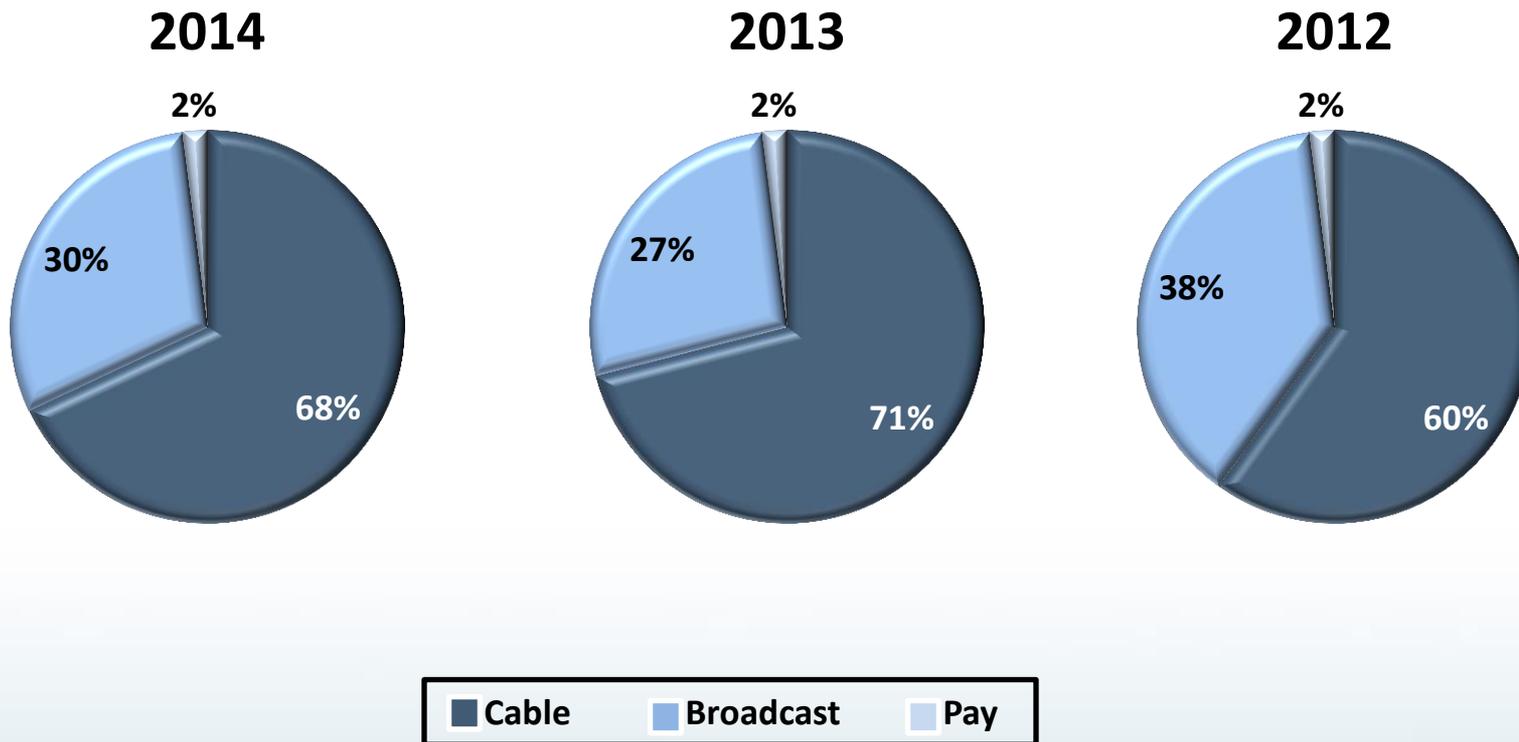


Source: CAB Analysis of Nielsen Social Primetime Q3 2014; Hispanic, Regional Sports and Special Programming Not Included



Q3 Cable's % of Total Tweets Have Climbed Since 2012

3rd Quarter Tweet % Past 3 Years



Source: CAB Analysis of Nielsen Social Primetime Q3 2014, Q3 2013. Q3 2012; Hispanic, Regional Sports and Special Programming Not Included

Of the Top 20 Nielsen Rated Broadcast Shows, only 3 Programs ranked in the Top 20 for Social Buzz in Q3 2014

Social TV Buzz vs. Premium Priced Broadcast Primetime Programs

Top 20 Broadcast Nielsen Rated A 18-49 Shows vs. Social Buzz Ranking

Network	Program	A 18-49 Rating Rank	Social Buzz Rank	Network	Program	A 18-49 Rating Rank	Social Buzz Rank
ABC	Dancing with the Stars	1	23	CBS	The Big Bang Theory	11	191
CBS	Madam Secretary	2	272	FOX	24: Live Another Day	12	84
NBC	America's Got Talent	3	18	FOX	Hell's Kitchen	13	162
NBC	Mysteries of Laura	4	256	FOX	Red Band Society	14	82
CBS	Big Brother	5	3	FOX	Hotel Hell	15	220
CBS	Under the Dome	6	66	NBC	The Biggest Loser	16	192
FOX	Masterchef	7	61	FOX	American Dad	17	508
ABC	The Bachelorette	8	20	FOX	Utopia	18	107
NBC	American Ninja Warrior	9	125	ABC	Modern Family	19	269
CBS	The Good Wife	10	229	ABC	Bachelor in Paradise	20	49

Source: Social Guide; Q3. Top 20 primetime programs ranked by total tweets, including Cable. Regional Sports, Specials and Spanish programming excluded; Nielsen C3 A18-49 rating for same time period.

Cable Primetime Programming Generates more Impressions per Tweet than Broadcast

Social Buzz “APM” 2014 (Activity Per Thousand)

	Top 20 Q3 Primetime Tweets	Top 20 Q3 Impressions (000)	Tweets per Impressions (000) (Primetime “APM”)
Ad – Supported Cable	40,382,130 (68%)	46,593	867 <i>Tweets</i> <i>per 1,000 Impressions</i>
Broadcast	17,941,115 (30%)	20,737	865 <i>Tweets</i> <i>per 1,000 Impressions</i>

Tweets, Impressions and “APM” are based off All Primetime Programs in Q3 2014



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